

ABSTRACT OF THE DISCLOSURE

A message transmitting and receiving apparatus includes a memory device for storing therein a keyword in an IRC and a degree 5 of importance thereof, means for detecting an occurrence of a message, and means for extracting a keyword from a received message. Importance determining means determines a degree of a keyword in a received message as stored in the memory device in accordance with whether or not a user of the apparatus has 10 responded to the received message. Thus, keywords and degrees of importance thereof can be dynamically determined.